

ORDER



KSNV

Orders	Order / Rev:	06862161
	Alt Order #:	06862161
	Product Desc:	NRSC/HELLER
	Estimate:	
	Flight Dates:	10/10/12 - 10/20/12
	Original Date / Rev:	10/09/12 / 10/18/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	NRDC/Matter for Senate - Rev
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

	# Spots	Gross Amount	Net Amount	Rating
Year 2012	49	\$37,050.00	\$31,492.50	0.00

BHI Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/20/12	49	\$37,050.00	\$31,492.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	49	\$37,050.00	\$31,492.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KNSV	26%	\$37,050.00
Market	100%	\$142,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$42,750.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$28,500.00
KTUD	1%	\$1,425.00
KVVU	18%	\$25,650.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$7,125.00

Order / Rev: 107632
Alt Order #: 06862161
Flight Dates: 10/10/12 - 10/20/12

Advertiser: NRSC/ Heller for Senate
Product Desc: NRSC/HELLER
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 2	KSNV	10/15/12	10/16/12	M-F 6-7a WakeUp w/WagM		6-7a	MT-----	:30	2	\$450.002	0.00	NM		2	\$900.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 MT----- 2 \$450.00 0.00																
E 3	KSNV	10/15/12	10/16/12	Today Show	CM	658a-9am	MT-----	:30	2	\$600.002	0.00	NM		2	\$1,200.00	
TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 MT----- 2 \$600.00 0.00																
E 4	KSNV	10/11/12	10/12/12	Today Show	CM	658a-9am	---TF--	:30	2	\$600.002	0.00	NM		2	\$1,200.00	
TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12 10/14/12 ---TF-- 2 \$600.00 0.00																
E 5	KSNV	10/12/12	10/12/12	Noon News	CM	12-1230pm	----F--	:30	1	\$275.002	0.00	NM		1	\$275.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12 10/14/12 ----F-- 1 \$275.00 0.00																
E 6	KSNV	10/15/12	10/15/12	Noon News	CM	12-1230pm	M-----	:30	1	\$275.002	0.00	NM		1	\$275.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 M----- 1 \$275.00 0.00																
E 7	KSNV	10/16/12	10/16/12	The Agenda	CM	1230pm	1230-1p	-T-----	:30	1	\$225.002	0.00	NM		1	\$225.00
AGENDA																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 -T----- 1 \$225.00 0.00																
E 8	KSNV	10/11/12	10/11/12	The Agenda	CM	1230pm	1230-1p	---T---	:30	1	\$225.002	0.00	NM		1	\$225.00
AGENDA																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12 10/14/12 ---T--- 1 \$225.00 0.00																
E 9	KSNV	10/11/12	10/11/12	The Doctors	CM	2pm-3pm	---T---	:30	1	\$225.002	0.00	NM		1	\$225.00	
DRS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12 10/14/12 ---T--- 1 \$225.00 0.00																
E 10	KSNV	10/15/12	10/15/12	The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.002	0.00	NM		2	\$450.00	
DRS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 MT----- 2 \$225.00 0.00																
E 12	KSNV	10/11/12	10/11/12	Dr. Phil	CM	3-4p	---T---	:30	1	\$300.002	0.00	NM		1	\$300.00	
PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12 10/14/12 ---T--- 1 \$300.00 0.00																
E 13	KSNV	10/12/12	10/12/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	---F--	:30	2	\$450.002	0.00	NM		2	\$900.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12 10/14/12 ---F-- 2 \$450.00 0.00																
E 14	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	2	\$450.002	0.00	NM		2	\$900.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 M----- 2 \$450.00 0.00																
E 15	KSNV	10/15/12	10/15/12		CM	4-5pm	M-----	:30	1	\$450.002	0.00	NM		1	\$450.00	

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Flight Dates: 10/10/12 - 10/20/12

Advertiser: NRSC/ Heller for Senate
Product Desc: NRSC/HELLER
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR)															
4PM NEWS (1 hour)															
(4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----					1	\$450.00		0.00			
E 16	KSNV	10/12/12	10/12/12	M-F Early News	CM	5-630p		:30	1	\$900.00	2	0.00	NM	1	\$900.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--					1	\$900.00		0.00			
E 17	KSNV	10/15/12	10/16/12	M-F Early News	CM	5-630p		:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----					2	\$900.00		0.00			
E 18	KSNV	10/16/12	10/16/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN-T----		:30	1	\$750.00	2	0.00	NM	1	\$750.00
Jeopardy in Prime															
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----					1	\$750.00		0.00			
E 19	KSNV	10/11/12	10/11/12	M-F Jeopardy	CM	630-7pm		:30	1	\$750.00	2	0.00	NM	1	\$750.00
M-F Jeopardy															
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---					1	\$750.00		0.00			
E 20	KSNV	10/10/12	10/10/12	M-F Wheel	CM	7-730pm		:30	1	\$750.00	2	0.00	NM	1	\$750.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W---					1	\$750.00		0.00			
E 21	KSNV	10/16/12	10/16/12	Wheel of Fortune in PRIME	CM	M-SA 8-11p / SUN-T----		:30	1	\$750.00	2	0.00	NM	1	\$750.00
Wheel in Prime															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----					1	\$750.00		0.00			
E 23	KSNV	10/10/12	10/10/12	FaceToFace/Ralston Rep	CM	730-758pm		:30	1	\$450.00	2	0.00	NM	1	\$450.00
FaceToFace/Ralston Report															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----					1	\$450.00		0.00			
E 24	KSNV	10/11/12	10/11/12	M-F News 3 at Eleven	CM	11pm-1135pm		:30	1	\$775.00	2	0.00	NM	1	\$775.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---					1	\$775.00		0.00			
E 25	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven	CM	11pm-1135pm		:30	1	\$775.00	2	0.00	NM	1	\$775.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----					1	\$775.00		0.00			
E 26	KSNV	10/16/12	10/16/12	Tues PR 8-9p	CM	8-9pm		:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
Tuesday Prime 8-9pm															
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----					1	\$2,400.00		0.00			
E 27	KSNV	10/15/12	10/15/12	Mon PR 8-10p	CM	8-10pm		:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
Monday Prime 8-10pm															
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----					1	\$2,400.00		0.00			
E 28	KSNV	10/13/12	10/14/12		CM	11pm-1135pm		:30	2	\$750.00	2	0.00	NM	2	\$1,500.00

Order / Rev: 107632
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Advertiser: NRSC/ Heller for Senate
Product Desc: NRSC/HELLER
Estimate:

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su News 3 at Eleven															
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----SS		2	\$750.00			0.00					
E 29	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1	\$225.00			0.00					
E 30	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1	\$325.00			0.00					
E 31	KSNV	10/13/12	10/13/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM	1	\$300.00
News 3 Today - SAT															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1	\$300.00			0.00					
E 32	KSNV	10/13/12	10/13/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
Sa-Su Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1	\$450.00			0.00					
E 33	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Whe	CM	630-730pm	-----S-	:30	1	\$375.00	2	0.00	NM	1	\$375.00
WKND Jeap/Wheel															
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1	\$375.00			0.00					
E 34	KSNV	10/13/12	10/13/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
Saturday Night Live															
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1	\$750.00			0.00					
E 35	KSNV	10/14/12	10/14/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$225.00	2	0.00	NM	1	\$225.00
News 3 Sunrise SUNDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$225.00			0.00					
E 37	KSNV	10/14/12	10/14/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00
Meet the Press															
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$1,900.00			0.00					
E 38	KSNV	10/14/12	10/14/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
News 3 Today															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$250.00			0.00					
E 39	KSNV	10/14/12	10/14/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
Chris Matthews SUN 9:30am															
CM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$375.00			0.00					
E 40	KSNV	10/14/12	10/14/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
NFL Football															
NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$8,000.00			0.00					
E 41	KSNV	10/14/12	10/14/12	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00	

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sports Night in Las Vegas															
Sports Night in Las Vegas															
SPORT NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S		1	\$200.00		0.00						
N42	KSNV	10/16/12	10/16/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm		-T-----		:30	1	\$725.00	1	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----		1	\$725.00		0.00						
N43	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Whe&GM WKND Jeop/Wheel		630-730pm		-----S-		:30	1	\$525.00	1	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-		1	\$525.00		0.00						
Totals													49	\$37,050.00	